



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Advertiser **Pol/Iss/American Crossroads (13324)**  
Agency/T-Code **Crossroads Media (1218)/055317791**  
Buyer **MILHOAN, EMILY**  
Salesperson **Telerep/Washington DC, Washington DC (1040)**  
**ph: (555) 555-5555**  
Product **Political - Issue (1068)**  
Brand **AMERICAN CROSSROADS (109861)**  
Acct Types **National/Political**  
Est/Headline **694/06228191**  
Demo  
Revision  
Comments **AMERICAN CROSSROADS**  
**\*\*\*\*\* THIS IS A CASH IN ADVANCE**

Invoice **652347**  
Inv Date **11/25/2012**  
Terms **Net 30**  
Contract **321472**  
Bill Type **Standard**  
Period **10/29/2012 - 11/25/2012**

CO-OP/Order Type **No/Normal**  
Package  
Gen. Date **11/27/2012 1:41:52PM**

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

AgM

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 5:30:00AM	Day, M-1	11/05/12 5:22AM (Mo)	00:30	USPRTV28ACH	\$850.00	
2.0	Spot	5:00:00AM- 5:30:00AM	Day, W-1	10/31/12 5:13AM (We)	00:30	USPRTV28ACH	\$580.00	
3.0	Spot	5:00:00AM- 5:30:00AM	Day, Th-1	11/01/12 5:24AM (Th)	00:30	USPRTV28ACH	\$580.00	
4.0	Spot	5:30:00AM- 6:00:00AM	Day, Tu-1	10/30/12 5:52AM (Tu)	00:30	USPRTV28ACH	\$1100.00	
5.0	Spot	5:30:00AM- 6:00:00AM	Day, W-1	10/31/12 5:42AM (We)	00:30	USPRTV28ACH	\$1100.00	
6.0	Spot	5:30:00AM- 6:00:00AM	Day, Th-1	11/01/12 5:42AM (Th)	00:30	USPRTV28ACH	\$1100.00	
7.0	Spot	5:30:00AM- 6:00:00AM	Day, F-1	11/02/12 5:52AM (Fr)	00:30	USPRTV28ACH	\$1100.00	
8.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1	11/05/12 6:42AM (Mo)	00:30	USPRTV28ACH	\$2250.00	
9.0	Spot	6:00:00AM- 7:00:00AM	Day, Tu-1	10/30/12 6:24AM (Tu)	00:30	USPRTV28ACH	\$2250.00	
10.0	Spot	6:00:00AM- 7:00:00AM	Day, W-1	10/31/12 6:12AM (We)	00:30	USPRTV24ACH	\$2250.00	
11.0	Spot	6:00:00AM- 7:00:00AM	Day, Th-1	11/01/12 6:22AM (Th)	00:30	USPRTV24ACH	\$2250.00	
12.0	Spot	6:00:00AM- 7:00:00AM	Day, F-1	11/02/12 6:12AM (Fr)	00:30	USPRTV24ACH	\$2250.00	
13.0	Spot	7:00:00AM- 9:00:00AM	Day, M-1	11/05/12 7:58AM (Mo)	00:30	USPRTV28ACH	\$2250.00	
14.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-1	10/30/12 7:25AM (Tu)	00:30	USPRTV28ACH	\$2250.00	
15.0	Spot	7:00:00AM- 9:00:00AM	Day, W-1	10/31/12 8:47AM (We)	00:30	USPRTV28ACH	\$2250.00	
16.0	Spot	7:00:00AM- 9:00:00AM	Day, Th-1	11/01/12 8:40AM (Th)	00:30	USPRTV28ACH	\$2250.00	
17.0	Spot	7:00:00AM- 9:00:00AM	Day, F-1	11/02/12 8:54AM (Fr)	00:30	USPRTV28ACH	\$2250.00	
18.0	Spot	9:00:00AM- 10:00:00AM	Day, M-1	11/05/12 9:15AM (Mo)	00:30	USPRTV28ACH	\$1800.00	
21.0	Spot	11:00:00AM- 12:00:00PM	Day, Th-1	11/01/12 11:59AM (Th)	00:30	USPRTV28ACH	\$1000.00	
23.0	Spot	12:00:00PM- 1:00:00PM	Day, M-1	11/05/12 12:11PM (Mo)	00:30	USPRTV28ACH	\$1000.00	
24.0	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1	10/30/12 12:08PM (Tu)	00:30	USPRTV24ACH	\$1000.00	
25.0	Spot	12:00:00PM- 1:00:00PM	Day, W-1	10/31/12 12:35PM (We)	00:30	USPRTV28ACH	\$1000.00	
26.0	Spot	12:00:00PM- 1:00:00PM	Day, Th-1	11/01/12 12:27PM (Th)	00:30	USPRTV28ACH	\$1000.00	
27.0	Spot	12:00:00PM- 1:00:00PM	Day, F-1	11/02/12 12:27PM (Fr)	00:30	USPRTV28ACH	\$1000.00	
28.0	Spot	12:00:00PM- 1:00:00PM	Day, M-1	11/05/12 12:39PM (Mo)	00:30	USPRTV28ACH	\$1000.00	
29.0	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1	10/30/12 12:40PM (Tu)	00:30	USPRTV28ACH	\$1000.00	
30.0	Spot	12:00:00PM- 1:00:00PM	Day, W-1	10/31/12 12:48PM (We)	00:30	USPRTV28ACH	\$1000.00	
31.0	Spot	12:00:00PM- 1:00:00PM	Day, Th-1	11/01/12 12:54PM (Th)	00:30	USPRTV28ACH	\$1000.00	
32.0	Spot	12:00:00PM- 1:00:00PM	Day, F-1	11/02/12 12:55PM (Fr)	00:30	USPRTV28ACH	\$1000.00	
33.0	Spot	5:00:00PM- 6:00:00PM	Day, M-1	11/05/12 5:27PM (Mo)	00:30	USPRTV34ACH	\$2250.00	
34.0	Spot	5:00:00PM- 6:00:00PM	Day, Tu-1	10/30/12 5:54PM (Tu)	00:30	USPRTV28ACH	\$2250.00	
36.0	Spot	5:00:00PM- 6:00:00PM	Day, Th-1	11/01/12 5:43PM (Th)	00:30	USPRTV24ACH	\$2250.00	
38.0	Spot	6:00:00PM- 7:00:00PM	Day, M-1	11/05/12 6:55PM (Mo)	00:30	USPRTV28ACH	\$3000.00	
39.0	Spot	6:00:00PM- 7:00:00PM	Day, Tu-1	10/30/12 6:12PM (Tu)	00:30	USPRTV28ACH	\$3000.00	
40.0	Spot	6:00:00PM- 7:00:00PM	Day, W-1	10/31/12 6:22PM (We)	00:30	USPRTV28ACH	\$3000.00	
41.0	Spot	6:00:00PM- 7:00:00PM	Day, Th-1	11/01/12 6:11PM (Th)	00:30	USPRTV28ACH	\$3000.00	
42.0	Spot	6:00:00PM- 7:00:00PM	Day, F-1	11/02/12 6:13PM (Fr)	00:30	USPRTV24ACH	\$3000.00	
43.0	Spot	7:00:00PM- 7:30:00PM	Day, M-1	11/05/12 7:13PM (Mo)	00:30	USPRTV28ACH	\$3600.00	
44.0	Spot	7:00:00PM- 7:30:00PM	Day, Tu-1	10/30/12 7:24PM (Tu)	00:30	USPRTV24ACH	\$3600.00	



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Advertiser **Pol/Iss/American Crossroads (13324)**  
Agency/T-Code **Crossroads Media (1218)/055317791**  
Buyer **MILHOAN,EMILY**  
Salesperson **Telerep/Washington DC, Washington DC (1040)**  
ph: (555) 555-5555  
Product **Political - Issue (1068)**  
Brand **AMERICAN CROSSROADS (109861)**  
Acct Types **National/Political**  
Est/Headline **694/06228191**  
Demo  
Revision  
Comments **AMERICAN CROSSROADS**  
**\*\*\*\*\* THIS IS A CASH IN ADVANCE**

Invoice **652347**  
Inv Date **11/25/2012**  
Terms **Net 30**  
Contract **321472**  
Bill Type **Standard**  
Period **10/29/2012 - 11/25/2012**

CO-OP/Order Type **No/Normal**  
Package  
Gen. Date **11/27/2012 1:41:52PM**

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

AgM

## OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
45.0	Spot	7:00:00PM- 7:30:00PM	Day,W-1	10/31/12 7:04PM (We)	00:30	USPRTV24ACH	\$3600.00	
46.0	Spot	7:00:00PM- 7:30:00PM	Day,Th-1	11/01/12 7:07PM (Th)	00:30	USPRTV28ACH	\$3600.00	
47.0	Spot	7:00:00PM- 7:30:00PM	Day,F-1	11/02/12 7:04PM (Fr)	00:30	USPRTV28ACH	\$3600.00	
48.0	Spot	7:30:00PM- 8:00:00PM	Day,M-1	11/05/12 7:36PM (Mo)	00:30	USPRTV24ACH	\$3600.00	
49.0	Spot	7:30:00PM- 8:00:00PM	Day,Tu-1	10/30/12 7:47PM (Tu)	00:30	USPRTV28ACH	\$3600.00	
50.0	Spot	7:30:00PM- 8:00:00PM	Day,W-1	10/31/12 7:44PM (We)	00:30	USPRTV28ACH	\$3600.00	
51.0	Spot	7:30:00PM- 8:00:00PM	Day,Th-1	11/01/12 7:37PM (Th)	00:30	USPRTV28ACH	\$3600.00	
52.0	Spot	7:30:00PM- 8:00:00PM	Day,F-1	11/02/12 7:37PM (Fr)	00:30	USPRTV28ACH	\$3600.00	
53.0	Spot	8:00:00PM-10:00:00PM	Day,M-1	11/05/12 8:24PM (Mo)	00:30	USPRTV28ACH	\$12000.00	
54.0	Spot	11:00:00PM-11:35:00PM	Day,Tu-1	10/30/12 11:33PM (Tu)	00:30	USPRTV28ACH	\$2800.00	
55.0	Spot	11:00:00PM-11:35:00PM	Day,W-1	10/31/12 11:34PM (We)	00:30	USPRTV28ACH	\$2800.00	
56.0	Spot	11:00:00PM-11:35:00PM	Day,F-1	11/02/12 11:33PM (Fr)	00:30	USPRTV28ACH	\$2800.00	
57.0	Spot	11:00:00PM-11:35:00PM	Day,Sa-1	11/03/12 11:44PM (Sa)	00:30	USPRTV24ACH	\$2800.00	
58.0	Spot	11:00:00PM-11:35:00PM	Day,Su-1	11/04/12 11:24PM (Su)	00:30	USPRTV24ACH	\$1500.00	
59.0	Spot	11:35:00PM-12:05:00AM	Day,F-1	11/02/12 12:01AM (Fr)	00:30	USPRTV28ACH	\$1800.00	
65.0	Spot	9:00:00AM-10:00:00AM	Day,Sa-1	11/03/12 9:29AM (Sa)	00:30	USPRTV28ACH	\$1000.00	
67.0	Spot	6:00:00AM- 9:00:00AM	Day,Su-1	11/04/12 6:40AM (Su)	00:30	USPRTV28ACH	\$600.00	
68.0	Spot	12:00:00PM-12:30:00PM	Day,Su-1	11/04/12 12:28PM (Su)	00:30	USPRTV28ACH	\$1890.00	
69.1	Spot	6:00:00PM- 7:00:00PM	Day,Su-1	11/04/12 6:54PM (Su)	00:30	USPRTV28ACH	\$1600.00	M/G For 60.0.1,62.0.1
70.0	Spot	12:00:00PM- 1:00:00PM	Day,Tu-1	10/30/12 12:59PM (Tu)	00:30	USPRTV28ACH	\$1600.00	
71.0	Spot	12:05:00AM-12:35:00AM	Day,F-1	11/02/12 12:23AM (Fr)	00:30	USPRTV28ACH	\$600.00	
72.0	Spot	5:00:00AM- 6:00:00AM	Per week (1),Sa	11/03/12 5:23AM (Sa)	00:30	USPRTV28ACH	\$2000.00	
73.1	Spot	6:00:00AM- 9:00:00AM	Per week (1),Su	11/04/12 5:58AM (Su)	00:30	USPRTV28ACH	\$3250.00	
74.0	Spot	6:00:00AM- 7:00:00AM	Per week (1),Fr	11/02/12 6:23AM (Fr)	00:30	USPRTV34ACH	\$2250.00	
75.0	Spot	6:00:00AM- 9:00:00AM	Per week (1),Su	11/04/12 8:44AM (Su)	00:30	USPRTV28ACH	\$4000.00	M/G For 64.0.1
76.0	Spot	11:00:00PM-11:35:00PM	Per week (1),Fr	11/02/12 11:13PM (Fr)	00:30			

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	<b>\$147,550.00</b>	Total Spots	65
Commission	<b>(\$22,132.50)</b>		
Net Total	<b>\$125,417.50</b>		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.